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**FOR IMMEDIATE RELEASE**

**Conway Family Wines Announces Formation of  
New York City Sales Team**

*New Hires Set Stage for “Deep Sea” Brand Launch in Early 2011*

**NEW YORK, Nov. 22, 2010**—Conway Family Wines, an award winning, boutique family-owned winery on California’s Central Coast, today announced the formation of its New York City sales team to launch the “Deep Sea” brand of wines in this key market in early 2011. The hires, which are effective immediately, include Mark C. O’Neill, formerly of Southern Wines & Spirits of New York and Vincenza (“Enza”) Lucifero, formerly of Wilson Daniels, Ltd. The two will hold the title of Sales Manager and will be responsible for the development of on-premise and off-premise accounts in the city.

“We are proud to welcome Mark and Enza to the Conway family,” said Gillian Conway, Vice President of Communications, Conway Family Wines. “Given that New York City is a very important market for us, they will play a critical role in our success. Together they bring extensive complementary experience in all facets of the wine business, from restaurant to retail sales.”

**Mark O’Neill**

Prior to joining Conway Family Wines, O’Neill was an On-Premise Sales Representative for Southern Wines & Spirits of New York, where he managed the development of a territory consisting of high-end restaurants, hotels and nightclubs in Manhattan. In this position, which he held from 2005-2009, he was able to grow the territory 400 percent to \$2.5 million by targeting high-volume placements and by-the-glass programs. His responsibilities also included performing trainings to improve staff knowledge, as well as planning and executing consumer tasting events such as private wine dinners.

Previously, O’Neill was Assistant Wine and Beverage Director at Smith & Wollensky Restaurant Group in New York City. In this position, he oversaw the 17-restaurant group’s wines-by-the-glass programming for National Wine Week, developed extensive relationships with wine producers, importers and distributors, and helped create 300+ selection wine lists for new restaurant openings. O’Neill got his first taste of the wine business as a summer intern at Zachys Wine & Liquor in Scarsdale, N.Y. in 2001. As a

member of the on-floor sales team, he assisted customers with selections and sold wine futures of 2000 Bordeaux.

### **Vincenza (“Enza”) Lucifero**

Before joining Conway Family Wines, Lucifero was Market Manager at Wilson Daniels, Ltd. in New York City. The company’s highly selective portfolio consists of some of the world’s most prestigious wines, including Romanée de la Conti and Salon Champagne. Her responsibilities included building loyalty for their brands, driving sales, cultivating relationships with key on- and off-premise buyers, organizing wine dinners and trade tastings, working with the distributor sales force, visiting producers and implementing sales, marketing and communications concepts to achieve company sales objectives.

Prior to her position at Wilson Daniels, Lucifero was Brand Development Specialist for Septimanie Export in New York City. Her responsibilities included assisting in the development of sales promotion programs for the wines of Languedoc Roussillon and creating point-of-sale materials and brand presentations for distributors as well as customers and retailers. Previously, she was On-Premise Area Manager at Freixenet USA in New York City. Lucifero began her wine career at SOPEXA in New York City. Her responsibilities included developing sales promotion programs for Wines of France in New York, Boston and Florida.

### **About Conway Family Wines**

Conway Family Wines is an award winning, family-owned boutique winery located in Santa Barbara County on California's Central Coast. Led by a dynamic family team and Champagne-born winemaker Jonathan Médard, the winery is committed to making high quality wines that combine California fruit with European finesse. The winery produces two labels, Rancho Arroyo Grande and Deep Sea, which have won critical acclaim and popularity among savvy wine lovers. The Rancho Arroyo Grande estate wines capture the unique minerality imparted by the fossil-rich soil of their vineyards. The Deep Sea wines are defined by the maritime influenced *terroir* of the Central Coast. For more information, please visit [www.conwayfamilywines.com](http://www.conwayfamilywines.com).

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